Tobacco or Cigarette-like Products

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Source: https://www.industrydocuments.ucsf.edu/docs/hkgk0001

Tobacco and Cigarette-like Products

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Outline

- Taxonomy
- Overview of products containing tobacco that may reduce harm
- Comments on selected specific products
- What we know
- What we need to know

Taxonomy

- Raise *Nicotine : Toxin Ratio*
  - Cigarette-like
  - Snuff-like
- Lower *Nicotine : Toxin Ratio*
  - Cigarette-like

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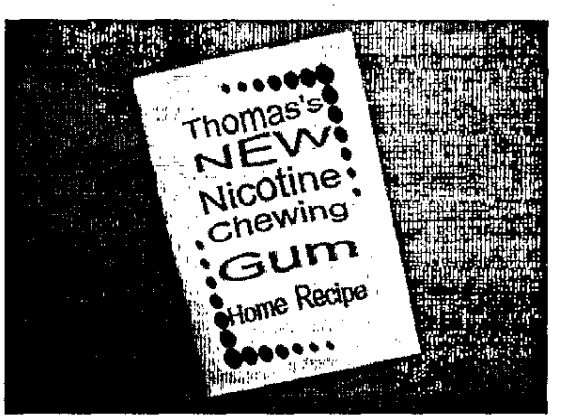
Raise *Nicotine : Toxin Ratio*
Cigarette-like

- ***Premier*** (RJR)
- ***Eclipse*** (RJR)
- ***Accord*** (Philip Morris)
- ***Advance*** (Star/B&W)
- (Presumably) Product "X" (Philip Morris)

Raise *Nicotine : Toxin Ratio*
Snuff-like

- New nicotine chewing gum (Thomas)
- "Hard tobacco" "Cigalett" (***Ariva*** (Star) & B&W)
- Low TSNA moist snuff (Star)
- Snus (***Exalt*** (Swedish Match))
- Tobacco gum (Vasatek)
- (Presumably) Various rumored products (UST)



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Lower *Nicotine : Toxin Ratio*
Cigarette-like

- ***Next*** (Philip Morris)
- ***Omni-Free*** (Vector) 6mo

Eclipse

- Toxin yields from ***Eclipse*** similar to or greater than several brands
- Toxicity of ***Eclipse*** may be similar to that of a low-yielding "ultra-low" cigarette
- Human studies not limited to persons likely to use the product

Snus

- Reduced tobacco-caused mortality in Sweden
  - Associated with reduced cigarette use
  - Associated with increased use of snus and NRT
- Swedish snus manufactured to have lower PAH and TSNA than US-style snuff and than snus of 20 years ago
- Swedish snus not heavily promoted to the young & not widely used by women
- Conventional approaches have resulted in greater reductions in cigarette use in California and in Massachusetts

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Omni-Free

- Genetically modified tobacco that does not produce nicotine (and, consequently, TSNAs) or does so in low amounts
- Prototype in formal study not associated with compensation
- Product more acceptable if use paired with nicotine patch

What we know

- Many candidate products
- Data inadequate for public health conclusions except some seem unlikely to ever be judged "harm reducing" (***Advance***)
- No one is responsible for making independent judgments in this area
- Comparators & population at risk may change over time, so today's conclusions may not apply in 10-15 years

What we need to know, I

- What dose of nicotine, delivered how, does a tolerant individual need to be comfortable?
- What are the design, performance characteristics, and toxicology of each product?
  - How might each product be *less* toxic/addictive?
  - How might each product be *more* toxic/addictive?

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What we need to know, II

- What are, and what will be, the appropriate comparison products for lab studies of these products?
- What are, and what will be, the appropriate study populations for testing these products?

What we need to know, III

- Does Swedish snus represent an example of "harm reduction"? If so, what can, and cannot, be generalized to other countries? What has been the effect of this approach on the other three conventional strategies? Will the Swedish experience continue to evolve in a favorable direction?

What we need to know, IV

- Is a nicotine-free cigarette, with or without supplemental nicotine, a useful bridge to abstinence?

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Conclusions: History & Products

- Plethora of ideas, many promising ones
- Chaotic array of promises, claims, innuendo
- It is a mistake to see opportunities only in terms of today's market rather than understand it in dynamic and ever changing terms, both from the past and into the future
- There is an urgent need for both good science & a comprehensive regulatory authority in the service of public health to bring order to this area

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